CHAMBERLAIN® News

JULY 2009 OPENING THE DOORS TO THE WORLD ISSUE SIX

MD's Bulletin

The cost of safety beams is nothing compared to the cost of a life

"It's more important to consider the tragic and preventable loss of life before considering the implications for manufacturers, dealers, installers or maintenance workers in our industry."

WE ARE IN extremely challenging times, and this is no more evident than in the area of safety.

You may have heard about the two separate garage door related fatalities that occurred in the US in May. In the first case, a six year old boy was tragically killed when he was reportedly trapped under a heavy double sectional door fitted with a garage door opener that was more than 30 years old. While we don't know the condition of the door or the opener, news bulletins reported that there were no safety beams (IRs) fitted. In the second case, a 33 year old mother of four was killed when apparently she was trapped under a heavy garage door early one morning. In this case it would appear that the door was not fitted with an automatic opener and was being operated manually.

Save life before saving costs

It's more important to consider the tragic and preventable loss of life before considering the implications for

Jim Mole, Managing Director Australia & New Zealand

manufacturers, dealers, installers or maintenance workers in our industry. In the US, the mandatory requirement for safety beams for all new installations has largely eradicated garage door related deaths over the past 15 years. However, these two cases serve as stark reminders of the inherent dangers associated with any large moving object such as a garage door. The trauma and related costs for all concerned are obvious.

Prevent the problem arising

The best way to prevent damage or injury in our industry is for all owners to undertake annual maintenance of their garage door. And, if the door is fitted with an automatic opener, the safety reversal system should be checked on a monthly basis according to the User's Manual.

"It is essential for us all to take safety personally…"

I can't emphasize enough just how highly I recommend that all automated garage doors be fitted with safety beams (IRs). On my own garage door, I've fitted "The Protector System™" from Chamberlain.

If the infra-red safety beam that runs across the bottom of the open doorway is broken (i.e. obstructed or interrupted), the door is prevented from closing.

The Australian Garage Door Association recently made the decision to lobby for changing the relevant ANZ Standards to ones where a non-contact safety reversal system (i.e. safety beams or edges) is mandatory for all new garage door and opener installations.

Include safety beams on every garage door

It appears that many operators in our local industry have a negative attitude towards these excellent safety devices, mainly due to the additional installation time and cost. In my opinion, the criticism is unfounded and I encourage the industry to embrace the concept of mandatory adoption of safety beams or safety edges.

Chamberlain strongly supports industry action on the prevention of injuries or damage to property due to garage doors & openers being set up inappropriately or inadequately.

Best regards, Jim Mole

jim.mole@chamberlainanz.com

"Did I leave the garage door open?"

CHAMBERLAIN'S Garage Door Monitor gives your customers more reasons to buy Chamberlain — peace of mind and property protection.

Their garage is not just the place they keep their car: for most people it's where they store a combination of valuable items that don't fit in the house and stuff they don't know what to do with — like bikes, tools, mowers, skis, files, sporting equipment, and the kids old toys.

And if they ever forget to close their garage door, or they press their remote in error, there's a life's worth of goodies on show for every passer-by — a kind of unplanned garage sale.

Chamberlain's Garage Door Monitor solves that problem. It lets them know if the garage door is open or closed. And it's simple to install. Just mount the sensor to the door with a Velcro strip and place the monitor anywhere in the house.

Then all they have to do is check to see if the red light is flashing; because if it is, their garage is open and inviting. And that's easy to solve: while in full view of the door, just press the transmitter to close it.

Garage door monitor with sensor. Eliminates unnecessary trips and indicates whether garage door is open or closed

Selling skills

Sharpen your sales skills with a simple and effective technique

The most important person in the sales process is the customer

THERE HAVE been many publications over the years, from a range of highly successful sales professionals and sales organisations about how to sell, selling skills and sales techniques.

If you followed some of the complex sales processes shown in these publications you wouldn't have the time to cover the ground to make your business prosper.

I'm not suggesting you ignore what's been written, but identify a selling technique that works for you and your business — one that you and your sales team can easily apply in most sales situations.

The most important person in the process is the customer

So what is it that most customers want to know when you are out there selling to them?

What's in it for me?

This is something you really need to remember about customer behaviour.

At a recent sales conference, the Chamberlain sales team spent some time discussing selling skills and techniques as a part of our ongoing training program.

We focused on a process known as A I D A, which is an acronym for Attention, Interest, Desire and Action.

A ➟ Attention
I ➟ Interest
D ➟ Desire
A ➟ Action

A I D A represents the natural buying cycle. A professional sales person must understand that the buying decision will go through some crucial phases before the sale can be successfully completed.

Gain Attention

Selling by motivation requires the sales person to immediately gain the favourable **Attention** of the buyer with an opening that establishes some benefit for the customer. The use of an initial benefit statement will allow the

Tony Sinclair, Sales Manager Australia & New Zealand

prospect to understand — "What's in it for me?".

Raise Interest

Skilful questioning of the customer will raise the level of **Interest** by showing that you care about their concerns, needs and wants. Probing questions should unearth what the customer really wants, and this should form the basis of your presentation or pitch.

Create Desire

Motivation can only work if the benefits of the product or service to be sold are accurately matched to the buying needs of the customer — "Matching Builds Desire".

Desire is a powerful emotion, and it determines the level of "want" in customers to have their buying needs satisfied.

Stimulate Action

The stronger the desire to buy, the easier it is to close. Closing is the final stage, getting the customer to agree to buy is engineering **Action**. Action will only take place if objections have been answered to the customer's satisfaction, and the negotiation of variables has been undertaken successfully.

When you think about your own business and your customers, this is a really simple process to follow — the beauty is that it is a process, and one that can be easily remembered and applied in all selling situations.

So when you've worked out what's in it for them, you'll find out what's in it for you.

Good Selling.

Simple, elegant, effective. And it works

The Merlin MR850 roller door opener

CHAMBERLAIN'S objective is to make door and gate opening products that do their job better than specified and with the minimum of fuss. To then apply the principles of great design to their openers is what helps set them further ahead of the rest of the competition.

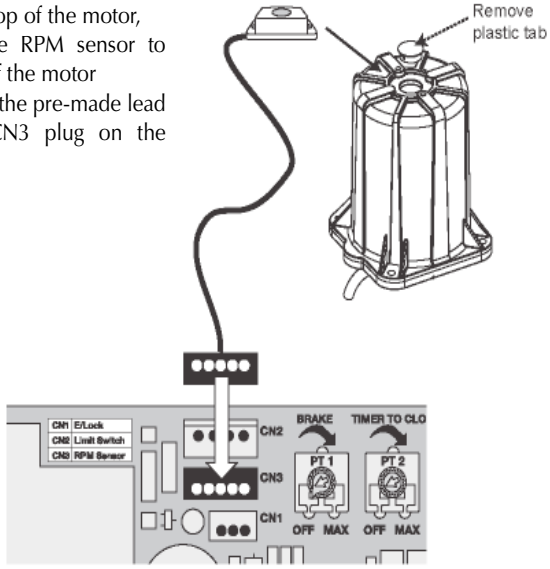
This quality was recognised recently at the 2009 Australian International Design Awards when they awarded the Merlin MR850 with an Australian International Design Mark.

Sensing an obstruction

AN ADDED safety feature that is now standard equipment on Merlin sliding gate opener models MGS500/MGS1000 is a simple to install RPM sensor. It helps improve safety by automatically reversing the gate if an obstacle is encountered when it is either opening or closing.

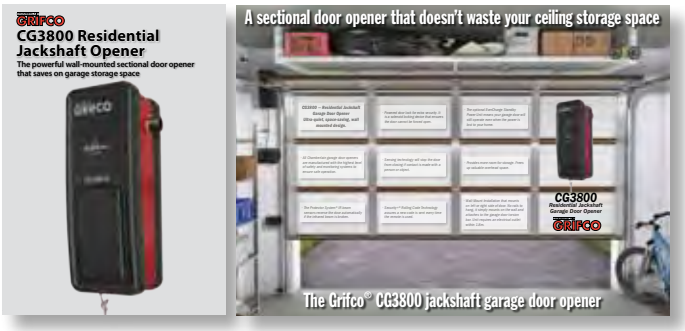
To install the 041ACOM17001 RPM sensor:

- remove the plastic tab from the top of the motor,
- place the sensor magnet into the top of the motor,
- screw the RPM sensor to the top of the motor
- and plug the pre-made lead to the CN3 plug on the board



A new sales tool for the Grifco CG3800

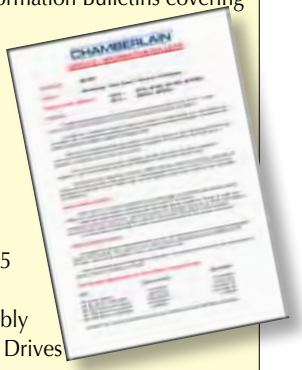
Chamberlain have recently released a new six page brochure promoting the Grifco CG3800 — a powerful wall-mounted sectional door opener that doesn't waste garage ceiling storage space.


GRIFCO
CG3800 Residential Jackshaft Opener
The powerful wall-mounted sectional door opener that saves on garage storage space
A sectional door opener that doesn't waste your ceiling storage space
CG3800
GRIFCO
The Grifco™ CG3800 jackshaft garage door opener

Chamberlain Service Information Bulletins

Chamberlain has recently published 11 Service/Information Bulletins covering a wide variety of products and accessories.

- Bulletin 904: for C840 keypad compatibility
- Bulletin 903: for Replacement Logic Boards
- Bulletin 902: for Trolley Service Kit
- Bulletin 901: for Replacement lamps
- Bulletin 810: for CB12ANZ
- Bulletin 809: for Peak Detect Receiver.pdf
- Bulletin 808: NO RF Output C945 (Bearclaw remotes P/N 001A5639-21) for Battery in Tx C945
- Bulletin 807: Maximise Useable Trolley Length
- Bulletin 806: Clicking Noise in Belt Drive Assembly
- Bulletin 805: Install Tips for C-Rail, Chain & Belt Drives
- Bulletin 804: Install Fixing Points for Sectional Openers

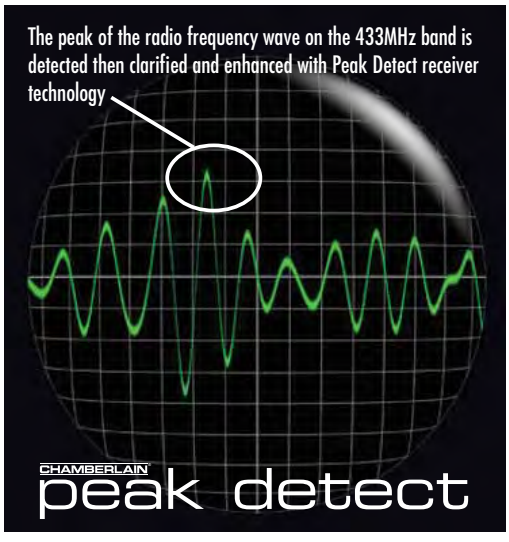


Chamberlain SIB's are also available on our website at www.chamberlainanz.com

Merlin's minimal radio interference with "Chamberlain Peak Detect™"

"PEAK DETECT" is a modification to the receiver circuit on Merlin garage door openers which enhances reception capabilities and helps control RF interference.

These days there is a proliferation of household products that use the 433.92Mhz frequency, from wireless door chimes to car alarms, smoke alarms and data transmission. "Peak Detect" adds intelligent technology that eliminates signals that are classified as "wrong" or "weak", and creates time and space for the stronger, more correct signal to be detected more accurately and accepted by the door opener.


The peak of the radio frequency wave on the 433MHz band is detected then clarified and enhanced with Peak Detect receiver technology
CHAMBERLAIN
peak detect

The current range of Merlin transmitters will all work with this new receiver technology.

Chamberlain's recent advertising

CHAMBERLAIN placed the following ad and advertorial into the 2009/10 edition of BuildIT, the annual builders and contractors industry resource guide.

Roller Garage Door Openers – A New Leaf Has Turned
Welcome to the new Merlin® MR850 Roller Door Opener, the latest innovation from The Chamberlain Group.
CHAMBERLAIN
Opening the doors to the world...
Talk to us first and we'll find the right solution for your needs.
GRIFCO
merlin

Ron Hay joins Chamberlain as Marketing Manager

THE CHAMBERLAIN GROUP has recently appointed Ron Hay as Marketing Manager for Australia & New Zealand. Ron is well know to Chamberlain and the industry having been in the garage door and opener business for 11 years.

Ron is based at Lane Cove NSW and reports directly to the Managing Director, Jim Mole.

"After the successful acquisition of the Grifco and Merlin businesses in 2006 we identified the need for this critical appointment, but chose to combine the Sales and Marketing functions until a sufficient critical mass justified the addition of another senior position to the local management team. The addition of such a senior marketing role now is not just in line with the ongoing growth aspirations of Chamberlain ANZ but it emphasises our commitment to the market", said Jim Mole.

Ron has overall responsibility for all Chamberlain's marketing activities—residential and industrial — across Australia and New Zealand.

"My goal at Chamberlain is that no harm comes to anyone"

Celia Manins joined the Chamberlain team in July 2008 as Occupational Health & Safety Manager.

CHAMBERLAIN ANZ is committed to achieving 'zero harm', as everyone has the right to be safe at work and to return home to their family and friends unharmed.

Since joining Chamberlain ANZ, Celia has developed a structured plan to introduce systems and a culture for a safe workplace, with the primary focus this year on ensuring compliance among our employees.

To date, our product manuals have been upgraded to ensure that all safety warnings have been included, and installers should not only take note of these warnings but pass the manual to their customer for reference.

In the coming year, there will be a greater focus and support for contractors, dealers, installers and customers in order to assist them in the safe handling and use of our products.

Stay safe.

Colour comes to Grifco Maestro

AN ELEGANT maroon colour has replaced the traditional black on the enclosures for Grifco's Limit Switch and Main Control Boards. The new colour doesn't just brighten up the product, it also enables fast identification from the factory floor.

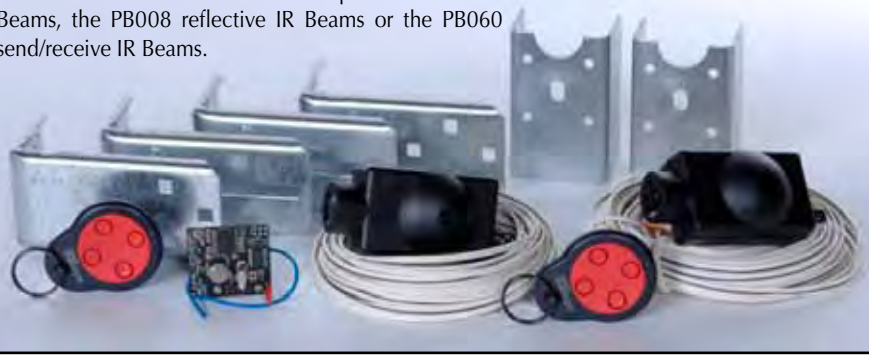
The first product with the new look was the recently launched Mk3 Main Control Board version.

Closing down safely

ALL OF Grifco's Maestro electronic openers have been upgraded to accept a safety feature that prevents a door from being closed by remote control should an obstruction be in the way.

Complying with the latest IEC standards, the Maestro electronic openers require an obstruction detection device such as a 'photo beam' or a 'safety airwave edge' to be fitted to them in order to allow them to be closed by remote control.

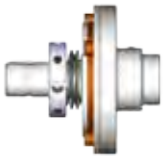
Grifco's Mk3 boards will accept the C-77A IR Beams, the PB008 reflective IR Beams or the PB060 send/receive IR Beams.



Clutching for safety

A CLUTCH is now available on the majority of the Maestro mechanical and electronic opener range. This feature not only raises the level of personal safety, but can also prevent extremely costly damage to the door or the property surrounding the door. The doors that will benefit the most from the safety feature of a clutch are the ones that are more likely to encounter an obstruction, such as: busy dock doors, bi-folds and high cycle doors in general.

The Clutch Module is factory-fitted between the electric motor and the gearbox. Once the opener is installed, the clutch can be adjusted to the torque setting required.



Maestro Clutch Module

Clutch Module installed in Maestro

CHAMBERLAIN® News

DECEMBER 2009 THE LARGEST MANUFACTURER OF GARAGE DOOR OPENERS IN THE WORLD ISSUE EIGHT

Product Range

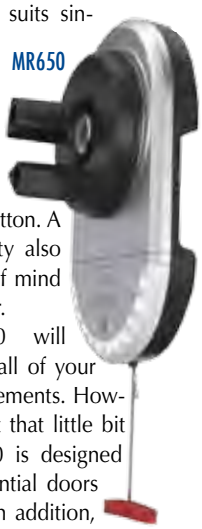
Our product range is nearly complete… for now!

There is now a product to suit just about all residential garage door applications

THE PAST 12 MONTHS has seen a dramatic change to the Chamberlain product range, with many new products as well as improvements to some very successful models. The range is nearing completion and here are the latest releases:

MR650 SlimLine Rolling Door Opener

The release of the MR650 compliments the award winning MR850 slimline roller door opener. This rolling door opener suits single and double residential garage applications up to 12.5sqm and features 2 hand held transmitters and a wireless wall button. A two year warranty also provides peace of mind for your customer.


MR650

The MR650 will meet just about all of your residential requirements. However, if you want that little bit extra the MR850 is designed to operate residential doors up to 16.5sqm. In addition, it has a 5–year motor warranty and is capable of being operated by the Evercharge™ Battery Back up system. It also has an alarm status output as well as a power output.

To round off the recent range changes, Chamberlain has released the MJ3800R (formerly the Grifco CG3800R) this product is the perfect choice where side room is an issue and the door is up to 26sqm in size! With the MJ3800R you don't have to take the door off the brackets when installing as the easy fit door sprocket with the split centre bush allows for a simple and easy fitment. Evercharge™ Battery back up is also standard!

MT800 Sectional/Tilt Door Opener

This new powerful DC opener is quiet, can use either a chain or belt and will operate on most residential doors up to 15sqm. Two mini hand held transmitters plus a wireless wall button are included, together with the 5–year motor warranty thus making the MT800 the ideal choice for the majority of residential sectional garage doors.

MT800

Also recently rebranded is the MJ3800 (formerly Grifco CG3800). This "jackshaft" opener is great for garages where there is an obstruction in the ceiling where a standard sectional door opener would be fitted. Alternatively by mounting on the door's torsion bar it leaves the ceiling free for storage!

There is now a product to suit just about all residential garage door applications. Chamberlain is your partner, offering you a choice of products.

In early 2010 Chamberlain will be inviting you to attend a presentation where this range will be explained in more detail. Stay tuned for dates and venues.

Comparison Chart	MR850	MR650
Slimline openers	**Premium**	**Standard**
Door size	16.5m²	12.5m²
Lighting	12 LEDs	6 LEDs
Included wireless transmitters - 2 mini's & 1 premium wall button	✓	✓
Warranty – 2 yr gen/5 yr motor	✓/✓	✓/✗
Battery backup option	✓	–
Alarm status output	✓	–
Power output	✓	–
Stylish product design appeal 2009 International Australian Design Award Finalist	✓	✓

Product Specification Sheets

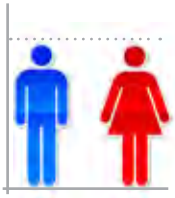
Market Research

We reveal some of the results of our recent benchmark research

Over the next few issues of ChamberlainNews we will publish some of the key results of our research into the opener market

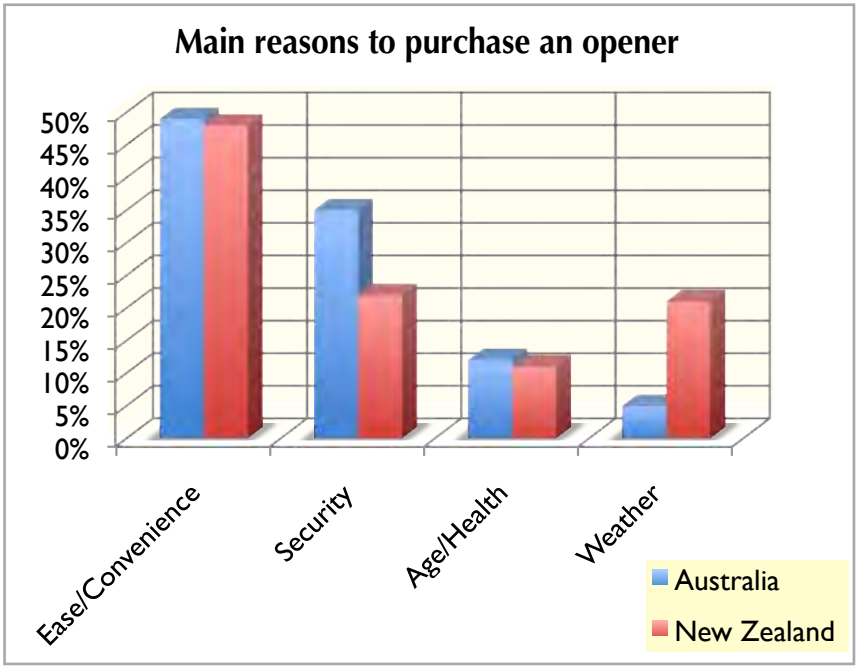
CHAMBERLAIN recently commissioned an independent market research company to undertake a benchmark study of the opener market and customer buying motives, in Australia and New Zealand. Here are a few of the top-line results.

- Men and women are equally responsible for doing the research when buying an opener.



- The buying decision is almost equally split between men and women, with a very slight bias towards men in both Australia and New Zealand.
- Eight out of ten people who collect the information on the product make the buying decision.

- 'Ease' and 'convenience' are the two key reasons in Australia and New Zealand for automating a garage door. After that, 'security' is the next most important reason in Australia, while in New Zealand it is 'security' and 'weather'.



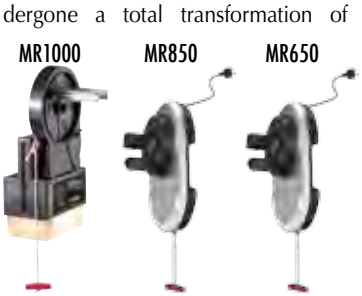
MD's Bulletin

Festive season brings positive signs

"…we are now seeing the positive results of a lot of hard work by many people, as the market shows some signs of improvement…"

AFTER A YEAR of highs and lows we are now seeing the positive results of a lot of hard work by many people, as the market shows some signs of improvement. Various Australian States are reporting significant increases in building approvals and although consents in New Zealand remain at suppressed levels, our colleagues and customers have shown Chamberlain great loyalty and support during these challenging times.

At Chamberlain, we have undergone a total transformation of the garage door opener range in the past year, with the introduction of the MR1000, MR850 & MR650 roller door openers and the MT3850, MT800, MT5580P & MT60P sectional/tilt door openers.



We have re-branded and re-positioned the Grifco CG3800 & CG3800R models to the Merlin brand, now being the MJ3800 & MJ3800R respectively, for the residential and light commercial door markets.

The ever popular Merlin 230T sectional door opener and the Merlin 430R (now MR1000) roller door opener, have been upgraded to standard Chamberlain 433MHz radio, to bring the total range onto the same radio platform. Together with some safety and performance improvements, these two icons of the market have been given a new boost to their long standing reputation of strength and reliability.

There have been some attractive new accessories introduced, to allow you to increase sales revenue from your customers. The "Open Door Monitor" has been a product that consumers have found to be of enormous value when inadvertently leaving their garage door open. The release of the finger print wireless security entry system, the motion detecting door control panels and the new vehicle exit sensor (details back page) again demonstrates Chamberlain leadership in the area of new product innovation for the garage door industry.

All these new products have caused some disruption due to the changeover from the previous models. With the success of the new models we have sold more than we could supply! We have taken steps to ensure that we will not be caught short again and I promise you that in 2010 we will give you a more stable product range, and supply will be maintained to allow you to plan ahead with confidence.

On behalf of the management and staff at all our Australian & New Zealand offices, the manufacturing plants for Grifco at Gosford and Merlin in Malaysia, as well as our many colleagues in North America and Europe that all contribute to the supply of our products to ANZ, we wish you, your family and friends a very safe and happy festive season.

I look forward to seeing as many of you as possible in 2010… Happy New Year!!

Regards,

Jim Mole
Jim.mole@chamberlainanz.com

Occupational Health & Safety

Are *you* aware of your OH&S responsibilities to your contractors?

As a dealer, if you employ contractors to perform work on behalf of yourself or your company, you must be aware that you are responsible for these contractors.

AS AN INDUSTRY there are no recognised training programmes or standards which must be adhered to when looking at who is "licensed" to undertake installation of garage doors and openers. As a result, many have exceptionally good work practices and are able to get the job done safely, efficiently and cost effectively, however there are those with limited training or questionable work practices which place themselves and others at risk.

As a dealer, if you employ contractors to perform work on behalf of yourself or your company, you must be aware that you are responsible for these contractors.

How should you manage this responsibility? How can you reduce the risk?

1. **Select the right contractors to do the job:**
   - Confirm they have adequate insurance coverage (eg contractors insurance, workers compensation, professional indemnity and public liability); and
   - Assess their competence (qualifications and experience).

   You may choose to introduce a system where each contractor is required to hold an OHS Certificate or Site Safety Card (Blue/Green/White/Red Card or equivalent in each State) to demonstrate an understanding of workplace safety.
2. **Induction process:**
   - Cover procedures including safe work practices, PPE requirements, hazards and relevant controls, reporting of incidents;
   - Job safety analysis (JSA) requirements specific to the upcoming job (to be completed by contractor). This is to ensure that they are considering safety when planning and completing the job; and
   - Product knowledge specific to the job if applicable.
3. **Responsibilities**

   It is the responsibility of the contract supervisor (eg Dealer) to ensure that:
   - The primary contractor has successfully completed the contractor induction prior to commencing work;
   - Contact is maintained with the contractor, providing job supervision and inspection of the quality of the work; and
   - Safe premises are provided for contractors to carry out their work.
4. **Monitor contractor performance**
   - Check on the standard and quality of their work throughout the job and upon completion.

No insurance?

If as a business owner you use contractors, you must ensure that they hold contractors insurance (or equivalent) in the event of damage or injury caused by them. If not, you could become directly responsible for any claims for injury or damage.

Dangerous installation?

If your contractors do not complete the job safely, they place themselves and others at risk. If this leads to an injury or serious accident, you could be held liable for not providing a safe place of work or ensuring safe work practises unless you can prove that you have an effective contractor management system in place. If a contractor has installed a door or opener in an unsafe way and someone is injured as a result, it is possible that you can be held liable.

"So you have another job to do, an installation of an opener on a double garage roller door. Pretty straight forward, you do this sort of thing all the time. You get one of your contractors to complete the job. You haven't used them often, but you know that they get the job done quickly and are cheap.

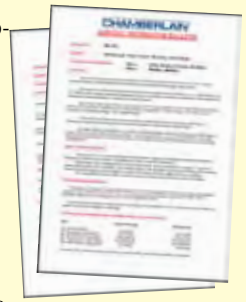
You pass on the job details to the contractor who goes on site to do the job. You aren't aware, but he hasn't got much in the way of safety gear and it isn't much of a priority for him in how he plans and does his work. He wears an old pair of sandshoes, has some very well used tools and a dodgy ladder. He has lost his safety glasses and doesn't see any need to worry about getting another pair in a hurry as he didn't use them very often.

When he gets on site, there is nobody home, but they had arranged access to the garage for him to start the job. He goes into the garage and sees that it is cluttered and access to the area where he needs to work is very awkward. Instead of contacting the home owner, he goes ahead and works in among the chaos as he just wants to get the job done quickly and get out of there.

He sets up the ladder in a really tight corner and starts to climb up with the opener on one shoulder. He looses footing and he slips off, knocking himself out and seriously cutting his arm (severing an artery). Nobody is aware of the incident and he does not regain consciousness before he dies from massive blood loss"

Do you want to be held responsible for this accident? Take control, reduce your risk and stay safe.

Chamberlain Service Information Bulletins



In October and November, Chamberlain published three Service/Information Bulletins.

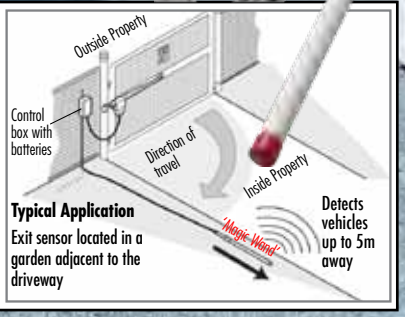
- Bulletin 907 is on Fixing Points for installing Sectional Openers.
  It lists the fixing points, back clearance and travel limits for each of the Residential Sectional and Tilt door openers.
- Bulletin 908 is on the Spring Tensioner for Belt and Chain Drive SDOs.
  It explains how to adjust the tension using the Spring Nut Assembly.
- Bulletin 909 is about the Battery Backup for the MT3850. It gives information about how the system works, how to test and diagnose faults, when to disconnect it and how to do it.

Chamberlain SIB's are also available on our website at www.chamberlainanz.com

Open Sesame!

Now as you drive out of your driveway your gates will open like magic

The 'magic wand' is the latest addition to Chamberlain's innovative gate accessories range. The 921GA is an exit sensor that can be buried under the ground or attached to a post. When it senses the presence of a metallic object within a 5m radius it triggers the gate to open or close.



Learn the secrets of the Grifco Maestro commercial openers

CONFIDENTIAL INFORMATION
TOP SECRET
The Grifco Maestro Mk3 has new and improved features to add to the vast array of attributes and expandable options that are on board every Maestro opener.
DO NOT PHOTOCOPY
FOR YOUR EYES ONLY

Did you know?	This means…
All Maestro electronic openers feature a built-in cycle counter and service cycle alert.	You can promote service in your business by utilising the cycle count feature. Service contracts are often based around door cycles, and importantly "service alerts".
All Maestro Mk3 "red" electronics openers feature wall controller transmitter learning.	You can add and delete transmitters at ground level, after installing an MRC2 receiver card.
All Maestro electronic openers feature a 3rd limit position, which you can simply set via a push button.	You can set a mid-height position, for doors that are typically for ventilation or foot traffic. Accessing the full height limit only requires the added push of the UP button.
All Maestro electronic openers feature the simple option to upgrade to Chamberlain remote control. This remote platform is common across all Merlin and Grifco products.	You can promote the "remote control" upgrade of commercial doors with Maestro electronic openers for those that have or may have other Chamberlain perimeter access devices (e.g. Merlin), so that one transmitter "does all".

For any enquiries relating to these or other ways you can get more out of Grifco Maestro Electronic openers, please call our customer service centre on 1800 638 234.

The MGS range is now terminated!

…to make it easier for installation

In response to your collective feedback we have provided electrical termination for the Merlin range of Professional sliding gate openers by installing the 240vac lead.

The Merlin Professional gate range has always been strong and reliable, however fitting the power to the motor has been troublesome for many installers.

The pre-wired lead means you spend less time on site, which of course makes these openers even more cost effective.

The MGST range now features:

- a 240vac plug and lead (to cut down installation time)
- enhanced safety features
- auto reverse compatible safety beams and RPM sensor as standard
- 4m of nylon or steel racking depending on the model.

The MGST range is compatible with all Merlin Professional accessories which makes them an ideal choice as part of an automated access solutions package.